

- SUB II
- (1) an investment datum;
  - (2) a financial datum;
  - (3) an income datum;
  - (4) a preference profile datum; and
  - (5) an interest datum;

[the step of] receiving at least one control signal in said received information transmission;

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[the step of] detecting the presence of said at least one control signal in said received information transmission;

[the step of] passing said detected at least one control signal to said computer;

[the step of] generating a financial analysis by processing said stored subscriber datum in response to at least one of said detected and passed control signal; and

[the step of] outputting at least a portion of said financial analysis to a subscriber.

SUB I  
G1

3. (Twice Amended) A method of controlling at least one of a plurality of receiver stations, [each of] said at least one of said plurality of receiver stations includes a television receiver, a signal detector, a processor, wherein [each] said at least one of said plurality of receiver stations is adapted to detect the presence of at least one control signal and programmed to process downloadable code, said method [of controlling] comprising the steps of:

receiving at an origination transmitter station downloadable code which is effective at at least one of said plurality of receiver stations to generate a user specific financial analysis[, said downloadable code having at each of said plurality of receiver stations a target processor to process data];

transferring said downloadable code [from said origination transmitter station] to an origination station transmitter;

receiving said at least one control signal at said origination transmitter station,  
said at least one control signal operates to execute said downloadable code at said at least one of  
said plurality of receiver stations; and

transferring said at least one control signal [from said origination transmitter  
station] to said origination station transmitter, and transmitting an information transmission  
comprising said downloadable code and said at least one control signal to said at least one of said  
plurality of receiver stations.

4. (Twice Amended) The method of claim 3, wherein one of said downloadable code  
and identification data in respect of said downloadable code [are] is embedded in a television  
signal.

5. The method of claim 3, wherein a television program is displayed at said  
receiver station and said downloadable code programs said receiver station processor to perform  
one of the group consisting of:

outputting one of video, audio, and text from said television program,  
processing a viewer reaction to said television program; and  
selecting information that supplements said television program content.

6. The method of claim 3, wherein said at least one control signal  
incorporates at least a portion of said downloadable code.

7. A method of controlling a remote intermediate transmitter station to  
communicate at least one instruct signal to at least one receiver station, with said remote  
intermediate transmitter station including a transmitter for transmitting at least one signal which  
is effective at a receiver station to instruct a processor, a plurality of selective transfer devices  
each operatively connected to said transmitter for receiving said at least one instruct signal from

at least one origination transmitter station, a data receiver, a control signal detector, and one of a controller and a computer capable of controlling at least one of said selective transfer devices, and with said remote intermediate transmitter station adapted to detect the presence of at least one control signal, to control the communication of said at least one instruct signal in response to said at least one control signal, and to deliver at its transmitter said at least one instruct signal, said method comprising the steps of:

receiving said at least one instruct signal said at least one origination transmitter station and delivering said at least one instruct signal to at least one origination transmitter, said at least one instruct signal being effective at said receiver station to generate a user specific financial analysis

receiving at least one control signal which at the remote intermediate transmitter station operates to control the communication of said at least one instruct signal; and

transmitting said at least one control signal to said at least one origination transmitter for transmission to said at least one receiver station before a specific time;

wherein said method controls a remote intermediate transmitter station.

8. The method of claim 7, further comprising the step of embedding a specific one of said at least one control signal in one of said at least one instruct signal and in an information transmission containing said at least one instruct signal, before transmitting said at least one instruct signal to said remote intermediate transmitter station.

9. The method of claim 7, wherein said specific time is a scheduled time of transmitting one of said instruct signal and information associated with said instruct signal, from said remote intermediate transmitter station and said at least one control signal at said remote intermediate transmitter station controls at least one of said plurality of selective transfer devices at different times.

10. A method of processing signals to control a television programming presentation, said method comprising the steps of:

- receiving a television signal containing said television programming and communicating said television signal to a storage device;
- receiving a first instruct signal effective to instruct a processor to generate a user specific financial analysis;
- selecting one of:
  - (1) a time at which to communicate said first instruct signal; and
  - (2) a location to which to communicate said first instruct signal;
- communicating said first instruct signal at one of said selected time and to said selected location; and
- storing said television signal and said first instruct signal at said storage device;
- wherein said method processes signals to control a television programming presentation.

12. The method of claim 10, wherein said selected location is in said television signal, said method further comprising the step of storing information at said storage device that evidences at least one from the group comprising:

- a title of a television program;
- a proper use of programming;
- a transmission station;
- a receiver station;
- a network;
- a broadcast station;
- a channel on a cable system;
- a time of transmission;
- a identification of an instruct signal;
- one of a source and a supplier of data;

one of a publication, article, publisher, distributor, and an advertisement; and  
an indication of copyright.

13. The method of claim 10, said method further comprising the steps of:  
selecting one from the group consisting of:

- (1) a datum that identifies a unit of computer software in said television signal;
- (2) a datum that specifies a process to instruct receiver end equipment what specific programming to one of select, play, and record other than that immediately, how to load said specific programming on one of player and recorder equipment, when and how to one of play and record said specific programming other than immediately, how to modify said specific programming, what equipment or channel to transmit said specific programming on, when to transmit said specific programming, and how and where to one of file, refile, and dispose of said specific programming;
- (3) a datum that designates an addressed apparatus;
- (4) a datum that specifies one of where, when, and how to locate a signal;
- (5) a datum that informs a processor for identifying and processing a signal;
- (6) a datum that is part of a decryption code;
- (7) a comparison datum that designates a communication schedule; and

embedding said selected one datum in said television signal.

14. The method of claim 10, further comprising the steps of:

selecting a second instruct signal, said second instruct signal being one from the group consisting of:

- (1) a switch control signal that controls a switch;
- (2) a timing control signal that controls with respect to a time;

- (3) a locating control signal that designates a location;
- (4) an instruct-to-contact signal that designates a remote receiver station;
- (5) an instruct-to-transfer signal that designates a unit of information programming;
- (6) an instruct-to-delay signal that designates a unit of information programming;
- (7) one of an instruct-to-decrypt and an instruct-to-interrupt signal that designates a unit of programming and one of a method to decrypt and interrupt, respectively;
- (8) an instruct-to-enable or instruct-to-disable signal that designates an apparatus;
- (9) an instruct-to-record signal that designates a broadcast or cablecast program;
- (10) an instruction signal that controls a multimedia presentation;
- (11) an instruction signal that governs a information receiver station environment;
- (12) an instruct-to-power-on signal that designates a receiver;
- (13) an instruct-to-tune signal that designates a receiver or a frequency;
- (14) an instruct-to-coordinate signal that designates two apparatus;
- (15) an instruct-to-compare signal that designates one of a news transmission and a computer input;
- (16) an identifier signal that causes a computer to instruct a plurality of tuners each to tune to an information transmission;
- (17) an instruct-to-coordinate signal that designates at least two units of multimedia information and one of: (1) an output time and (2) an output place;
- (18) an instruct-to-generate signal that designates an output datum;
- (19) an instruct-to-transmit signal that designates a computer output;

- (20) an instruct-to-overlay signal that designates a television image;
  - (21) an instruct-that-if signal that designates a function to perform if a predetermined condition exists;
  - (22) an instruct-to-enable-and-deliver signal that designates information that supplements a television program;
  - (23) an instruct-to-transmit signal that designates a computer peripheral storage device;
  - (24) a code signal that designates a datum to remove or embed; and
  - (25) a signal addressed to a receiver station apparatus; and
- embedding said selected second instruct signal in said television signal.

15. A method for information delivery for use with an interactive mass medium program output apparatus comprising the steps of:

outputting a mass medium program that one of contains and explains at least one receiver specific datum, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium program for input, said interactive mass medium program output apparatus having an output device for outputting said information;

receiving a reply from said subscriber at said input device in response to said step of prompting said subscriber, said interactive mass medium program output apparatus having a transmitter for communicating information to a remote station;

communicating said reply to a remote station, said interactive mass medium program output apparatus and said remote station comprising a network having a plurality of transmitter stations;

generating, in said network, a user specific financial analysis which is to be output at said interactive mass medium program output apparatus, said interactive mass medium program

output apparatus having a receiver for receiving at least a portion of said user specific financial analysis from said remote station;

delivering specific combined medium programming at said output device on the basis of said user specific financial analysis.

16. The method of claim 10, further comprising the step of embedding said first instruct signal in said television signal.

17. The method of claim 10, further comprising the step of embedding a code in said television programming that enables one of a computer and a controller to control a presentation of said television programming in accordance with said first instruct signal.

18. The method of claim 10, further comprising the step of communicating a program unit identification code to said storage device and storing said program identification code at a storage location associated with said television programming.

19. The method of claim 10, further comprising the step of communicating to and storing at said storage device information to evidence one of an availability and use of said television programming at a user station.

20. The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective at a user station to generate output to be associated with said television programming.

21. The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to generate output to be associated with one of a product, service, and an information presentation.



22. The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to display one of a combined and a sequential presentation of a mass medium program and a user specific datum.

23. The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to process a user reaction to said television programming.

24. The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to one of communicate to a remote station a query in respect of information to be associated with said television programming, and to enable display of said television programming.

25. The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to control a user station to receive information to supplement said television programming.

26. The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to process a digital television signal.

27. The method of claim 10, further comprising the step of communicating to and storing at said storage device one of a code and a datum to serve as a basis for one of enabling an output device to display at least a portion of said television programming, and for enabling a processor to process code.